GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1439
ANSWERED ON:08.03.2007
WELL- BEING TOURISM
Rao Shri Kavuru Samba Siva

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to formulate new initiatives to set up courses of education and training to promote well-being tourism for domestic and foreign tourists by integrating spiritual healing in healthcare practices for inner and outer health of individuals;

(b) if so, the details thereof; and

(c) the steps taken to promote holistic treatment of patients combining spirituality with medicine as part of well being tourism?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b) & (c) : Ministry of Tourism has taken the following measures to promote India as a holistic healthcare destination:

i) Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign". Training facilities under these heads are available at many Spiritual and Yoga Centres of this country.

ii) Brochures & CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by the Ministry of Tourism.

iii) Guidelines for accreditation of Ayurvedic and Panchkarma Centres have been circulated to all State Governments for implementation. These have been placed on the Ministry of Tourism's website www.incredibleindia.org for wider publicity.

iv) Brochure, CDs and other publicity materials to promote Medical and health tourism have been produced by the Ministry of Tourism and have been widely circulated for publicity in target markets.

v) Indian Healthcare Federation, a Non-Governmental Organisation affiliated to the Confederation of Indian Industry, on advice by Government, has prepared a guide on select Indian hospitals of the country for health tourism purposes. It has been placed on Ministry's website www.incredibleindia.org for wider publicity.

vi) Medical and health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.

vii) A new category of 'Medical Visa' has been introduced, which can be given for specific purpose to foreign tourist coming to India for medical treatment